

## ABSTRACT

The invention relates to a method for assisting a consumer in selecting and purchasing tires through a computer based communication system. The system has data on a number of tires and requests from the consumer preferences for various attributes of tires, for example, comfort, handling, traction, tread wear, all-season use, etc. Using the set of preferred attributes, the system identifies a set of tires that most closely match the user's preferences, and presents information on the set of tires to the consumer. The consumer can send automatically a request to area retail dealers for price quotes on the tires or a selected tire from the set, and receive the quote directly from the dealer.

FIG. 2